

Message Text

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TO AMEMBASSY TEL AVIV PRIORITY

C O N F I D E N T I A L STATE 031557

E.O. 11652: GDS

TAGS: BEXP, PFOR, IS, US

SUBJECT: TECHNOLOGY 1975 TRADE FAIR PARTICIPATION

REF: TEL AVIV 487; DOZIER-BIZIC AND DOZIER-STERNBERG
TELECONS

1. FOR YOUR BACKGROUND: ISRAELI EMBASSY MINISTER SHALEV HAS TWICE BEEN IN TOUCH WITH ASSIST SECY ATHERTON OVER PAST TWO WEEKS TO ASK THAT USG ON POLITICAL GROUNDS RECONSIDER PUTTING ON SMALL U.S. EXHIBIT AT TECHNOLOGY FAIR IN MAY, AND MATTER HAS BEEN UNDER ACTIVE DISCUSSION BETWEEN STATE AND COMMERCE. IN CALL AT DEPT FEB 6 ECONOMIC COUNSELOR RAFF SAID GOI COMMERCE MINISTER BARLEV HAD JUST TELEPHONED HIM ASKING HE CONVEY BARLEV'S PERSONAL PLEA THAT U.S. PARTICIPATE. ISRAELI CONCERN IS THAT U.S. ABSENCE AT FAIR WOULD BE MISUNDERSTOOD IN ISRAEL AND CAUSE POLITICAL EMBARRASSMENT TO GOI. DEPT'S STRONG DESIRE ON FOREIGN POLICY GROUNDS TO ACCOMMODATE ISRAELI REQUEST WAS CONVEYED
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TO COMMERCE AT DEPT ASSIST SECY LEVEL FEB 7.

2. COMMERCE HAS NOW REEMPHASIZED THAT EMBASSY TEL AVIV MUST UNDERTAKE MAJOR RESPONSIBILITY FOR PROCURING AND MOUNTING SHOW. BEST COST ESTIMATE, BASED ON 25-EXHIBITOR SHOW WOULD BE MINIMUM \$90,000 TOTAL COST. COMMERCE CAN

CONTRIBUTE NO MORE THAN \$10,000, ALTHOUGH NO COMMITMENT MADE AT THIS TIME. REMAINDER OF COST MUST BE MADE UP FROM EXHIBITOR CONTRIBUTIONS AND FAIR AUTHORITY REDUCTIONS, SUCH AS RENTAL AND CONSTRUCTION COSTS, WHICH AS YOU KNOW ISRAELI EMBASSY HAS TOLD US CAN BE EXTENDED.

3. URGENTLY REQUIRE EMBASSY ESTIMATE WHETHER PARTICIPATION FEASIBLE ON THIS BASIS. IF NOT, WOULD IT BE POSSIBLE TO MOUNT SMALLER SHOW WITHIN COST CONSTRAINTS? BELIEVE THAT EVEN A SMALL, FOUR- OR FIVE-EXHIBITOR SHOW WOULD BE SATISFACTORY. APPRECIATE EMBASSY VERIFYING THIS POINT WITH GOI.

4. FYI: DEPT ADVISED ISRAELI EMBASSY OF YOUR LATEST PROBLEMS WITH TEL AVIV FAIR AUTHORITIES. ECONOMIC MINISTER SHER PROMISED FEB 11 TO CONTACT GOI IMMEDIATELY AND HAVE IT URGE TEL AVIV FAIR AUTHORITIES TO BE DIRECT AND FORTHCOMING ON COST REDUCTIONS WITH EMBASSY. PLEASE ADVISE OF ANY DIFFICULTIES WITH FAIR AUTHORITIES.
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